



**Syllabus of the course**  
*«Marketing and Sales Management»*

<b>Specialty</b>	<i>D3 Management</i>	
<b>Study Programme</b>	<i>Business Administration</i>	
<b>Study cycle (Bachelor, Master, PhD)</b>	<i>the second (master's) level of higher education</i>	
<b>Course status</b>	<i>elective</i>	
<b>Language</b>	<i>English</i>	
<b>Term</b>	<i>1 year of study 1 semester or 1 year of study 2 semester</i>	
<b>ECTS credits</b>	5	
<b>Workload</b>	<i>Lectures – 18 hours.</i> <i>Practical studies – 0 hours.</i> <i>Laboratory studies – 22 hours.</i> <i>Self-study – 110 hours.</i>	
<b>Assessment system</b>	<i>Grading including Exam</i>	
<b>Department</b>	<i>Department of Management, Business and Administration</i> <i>Department, 210 (main building), Web page:</i> <a href="https://www.kmib.hneu.edu.ua">https://www.kmib.hneu.edu.ua</a>	
<b>Teaching staff</b>	<i>Vasylyk Sergij Kostiantynovich, PhD, Associate Professor</i>	
<b>Contacts</b>	<a href="mailto:vasylyks@gmail.com">vasylyks@gmail.com</a>	
<b>Course schedule</b>	<i>Lectures: <a href="#">according to the schedule</a></i> <i>Practical studies: <a href="#">according to the schedule</a></i>	
<b>Consultations</b>	<i>At the Department of Management, Business and Administration, offline, according to the schedule, individual, PNS chat.</i>	
<b>Learning objectives and skills:</b>		
<i>is to provide theoretical knowledge and to form applied skills in order to manage the marketing activity of the enterprise</i>		
<b>Structural and logical scheme of the course</b>		
<b>Prerequisites</b>	<b>Postrequisites</b>	
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<b>Course content</b>		
<b>Content module 1. Theoretical foundations and organization of marketing management</b>		
<b>Topic 1. The process of marketing management</b>		
<b>Topic 2. Marketing programs</b>		
<b>Topic 3. Creating marketing organizational structures</b>		
<b>Content module 2. Marketing and sales management</b>		
<b>Topic 4. The essence and concept of sales policy</b>		
<b>Topic 5. Basic methods and sales systems</b>		
<b>Topic 6. The essence and meaning of distribution channels</b>		
<b>Teaching environment (software)</b>		
<i>Multimedia projector, S. Kuznets PNS, Corporate Zoom system</i>		



### **Assessment system**

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: tasks by topics, presentation, testing.

***More detailed information on assessment and grading system is given in the technological card of the course.***

### **Course policies**

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

***More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program***